CHAPTER -4

FACTORS INFLUENCING TOURISM DEVELOPMENT
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HISTORICAL AND CULTURAL FACTORS

Our past profoundly affects our lives. Much of it is also passed on from age to age sometime in the form in which it really ‘happened’ but more often as ‘myth’ or ‘fable’. In either form it is of cardinal importance to the tourist visiting Allahabad division which has rich cultural heritage having continuity from the ancient period.

Allahabad division is truly a land of various types of monuments. In whatever part of the region one moves one finds numerous structures of temples, mosques, canopies and secular structures like tanks, step-wells and bridges scattered all over the region. This is an enormous wealth and undoubtedly contains great tourism potential. The region is a veritable tourist attraction centre. As elements of cultural tourism, this treasure is key factor for the development of the region. For example, Lakshagriha, Garhwa, Bhita, Kara, Khairagarh, the fort of Allahabad, Mound of Jai Chand Fort, Samadhi of saint Malukdas, Bawani Imali etc. are main tourist centres which attract them.

Offerings of historical destinations and museums as travel packages have been a trend with tourism industry. With the growth of special interest tourism, the relevance of history has further increased. For example, those
who are interested in archaeology can be attracted to Kaushambi, Prabhosgiri, Garhwa, Bhita, Ajagara, Gositaram Vihar, Ashokan Pillar, Mahdaha, Damdam and Sarai Nahar Rai and and the like places of ancient importance.

The region is primarily a cultural destination in National and International tourism. These are the features of Allahabad division marketed as a tourism product in international circuit. Not only in international tourism but in domestic tourism also history and it’s by products remain prime attractions. People often plan their travel so as to have a feel of their cultural heritage along with several other interests. In fact, tourism perhaps is the most important areas today where history seems to become operative as an attraction, the pull factors or a product for the consumption of the tourists.

In many cases, fairs and festivals have also emerged as strong tourist attractions because they provide a good example of continuity and change. The age old rituals, traditions and customs are practised in modern ambience in these fairs and festivals. In KUMBH MELA, there are several ‘AKHARAS’ (organisations of saints and sadhus those have special type of preaching method of GOD) and these exhibit ancient Indian, cultural and tradition as stated above and take part in holy dip utsava as a ‘Shahi Snan’ at the main Parva (date of bathing).
TRANSPORT AND COMMUNICATION SYSTEM

"Transport is life-blood of the present industrial framework, as between the producer and consumer lies a distance which has to be covered by transportational facilities".¹

**Transport System**

Under transport facility what mainly comes are road and rail facilities. Transport always plays an important role in the socio-economic and cultural development of any region². Any developing country cannot develop without the help of transport. Transports are just like veins in economic system of any country. Thus every economy gives priority to transport system in its tourism development.

Even cultural development gets its progress with the help of transport development. Through modern transport facilities like rail and road ways people get chance to come and intermingle with people of different cultures. With travelling facilities they are mutually affected by their respective cultures and way of life. While travelling whether for amusement or for any economic reasons the people generally become liberal in their attitude and become more accommodative in nature. Thus coming across with different cultures, travelling generates a sense of brotherhood across the region.
Allahabad region during British period made great impact on socio-cultural and economic condition of the study region.

The first railway line was laid and started its service between Allahabad to Kanpur. In 19th Century so many railway tracks were laid down in the study region. Important among them are Allahabad to Varanasi and Pratapgarh to Varanasi. In the year 1898, a rail line connecting Banaras (Varanasi) to Raibareli via Pratapgarh and Amethi was also started. Allahabad to Faizabad railway line was developed in 1801-02. In this way railway routes developed during British Period provided a boost up for the road development in the study area. Thus, it is clear that even during British period, the whole study area had a dense network of rail route which connected almost all important places of the study region.

Being the headquarters of the North Central Zone in India, Allahabad city itself has eight railway station and these are well connected to many major cities of India namely Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, Kolkata, Bhopal, Gwalior, Jaipur etc.

As far as the surface road is concerned, its main development in the study region was started after independence. In 1901, the total metallic road was only 1636 km and in 1947, it stretched to 3305 km. But in 1977-78, it was 9963 km and in 1991-92, it was 17875 km and in 2007 it reached to 42731 km.
Evolution of Transport

In ancient period there was domination of water transport facilities and due to which most of the ancient cities were developed on the river banks as Allahabad, Fatehpur and Kaushambi on the bank of river Ganga and Pratapgah on the bank of Sai rivers were the prime means of transport. But in Balmikiya Ramayan some surface roads have been mentioned like road from Prayag to Durwasa Ashram, Prayag to Shringverpur and Prayag to Ayodhya.

In Buddha period, Kaushambi the capital of king Udayan. It was a prosperous city and was connected with many centres of India. Two important routs were:

1. Kaushambi to Paristhan
2. Kaushambi to Rajgriha

During Muslim period, several states evolved for the security and trade reasons. But even during Akbar period administrative centres were connected with waterways. Mughal roads were the main roads of the period. Main routs of these roads were from Kannauj to Allahabad road via Sahabad, Sandi, Bilgram, Mallawan, Bangarmau, Unnao, Dalmau, Salon, etc. Other main roads were Lucknow to Allahabad via Faizabad.

In British period, two metallic roads were built in 1859 from Allahabad to Kanpur and Allahabad to Lucknow. Railway lines developed in
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From 1901 to 1947 total growth in road development noticed only 102% while after independence there was fast growth in the development of road facility in the study region. In initial 30 years, the growth rate was about 201%. As the above mentioned districts were very backward prior to independence, these found much attention after free India and more and more development of roads took place. In comparison to these, other districts of the study region have somewhat lesser development of roads.

Thus it is clear that study region has mainly rail and road transport facilities. But other transport facilities like air and water facility are also available in Allahabad. The Allahabad domestic airport also known as Bamrauli air force base is twelve km from Allahabad and though it is operational for domestic flights, it serves only for a limited number of cities in India.

There is a inland water way that is known as National Water Way No.-I from Allahabad to Haldia (West Bengal). Although it is the longest inland water way of India but is confined only to commercial purposes. Allahabad is the religious capital of Uttar Pradesh and most developed district of the study area. That is why main transport facility for the freight and passenger is considered rail and road transport in the study area.

**Communication system**

Under communication facilities various means are there in the study region. These are Telegram Offices, Post Offices, Telephone offices etc. In
today’s world, communication has become one of the important basic necessities of human beings. Today’s world is run and regulated by communication facilities. Communication facilities like mobile and telephones have lessened the gap between known and unknown world. It has played a vital role in making whole world as global village.

In the study region various communication provider companies have established their service towers to provide uninterrupted communication facility through mobile phones. Important mobile service provider companies of the study region are Bharat Sanchar Nigam Limited (BSNL), Airtel, Reliance, Tata-Indicom, Uninor, Idea and Voda Phones. Some fixed phone service providers are also there in the study region- BSNL, Airtel and Idea. For the study region average house hold mobile phone availability is 0.92 which reflects sound use of communication facilities.

As far as Post Offices are concerned their role in communication has become somewhat lesser since the arrival of mobile phones and telephones in the study area. These are more advantageous over the Post Office facilities in today’s dynamic life. Even several private players have flourished in the study region to compete post offices’ facilities of the government. Courier services provide faster delivery of letters or any sent materials in comparison to post offices of the government.

Cyber facilities have upgraded the standard of communication and it provides a platform to the region wrapping the global tourism arena. Keeping
in mind, forthcoming ‘KUMBH 2013’ the government has launched a special website (www.kumbhmelaallahabad.gov.in) to the tourist. They can gather all information related to this mega event and facilities provided by the concerned authorities. Due to sound communication facilities, government is estimating to be about six crore gathering of people in this mega fair.

TOUR PACKAGES

Tour packages or tour product comprises tourist comfort, pleasure in travel, stay, food arrangement, site seeing, entertainment, shopping and to visit spots of interest and attraction. The tour package is composite in nature and includes everything a visitor purchases, sees, experiences and feels from the time he/she leaves home until the time he/she returns. Hence, a tourist hopes that he/she will -

- be looked after and cared for,
- be able to visit places of interest, spend adequate time at such places and engage in the activities that interest them,
- not ace wastage of time in waiting for transport or at places of no interest because of bad weather or other reasons,
- be offered palatable and suitable food to one’s taste and health,
- not be hustled against the preferred place,
• get food company of others, if in a group.

• be able to experience in the new places the local life style, culture, food, etc. as per one’s own choice and

• be facing no risk to one’s person or belongings etc.

**DIAGRAM 4.1**

**THE TOUR PACKAGE**

Pre Trip Planning

- Transportation to destination
- Transportation to return home
- Accommodation at the destination
- Transportation at destination/Air/Rail/Coach Services to move around the destination
- Sightseeing at each tourist centre
- Guide services
- Food services
- Entertainment

These expectations of the tourist are met by the three main ingredients-

1. Attractions
2. Facilities
3. Accessibility
Firstly, Attractions are the things to see and enjoy, and will range from beaches to mountains, flora and fauna, places representing history and culture, entertainment etc.

Secondly, Facilities take care of the comfort and range from accommodation, food, communications, and guides and on.

And thirdly Accessibility relates to the formalities in reaching the places, like visas, customs, bookings etc, acquiring resource like accommodation, exchange, transportation without haste and damages.

The tour package is a complex one. It consists of several elements provided by various persons. Some of them are located at the tourists destinations (hotels, shops, attractions, guides) while some are at the place of origin of the tourist (embassy to provide visa, travel agency or tour operations) and some are on route (customs, transport, exchanges).

The tour package has both tangible as well as intangible elements. Hotel and transportation has a variety of tangible and intangible elements. The tour packages are basically something that study area offers to a consumer (tourist) to provide satisfaction. To the manufacturer or producer, the product (package) has an aggregate of technical and physical features and characteristic. To the consumer, it is an aggregate of utilities, expectations and perception, a complex cluster of value satisfactions.

In the study area, tour packages are provided by Government institutions alone such as U.P.S.R.T.C. It registers the tourist through online
process. For the registration of tourist, it has open many centres in India as capital place Delhi, Kolkata, Mumbai, Chennai and abroad.

U.P.S.R.T.C. has started professional travel agencies in the name of ‘Uptours’. In the Illwart hotel, a government travel agency is functioning. It books tickets by air/railways/road, manages their feeding lodging and makes arrangement to visit the places of interest for the visitors. Package tours are launched by it. There are several types of package tours in the region on the interest of tourist time and money. Such as-

1. Allahabad-Chitrakut-Vindhyachal-Chunar-Varanasi-Ayodhya-Lucknow (7day-6nights)

2. Allahabad-Chitrakoot-Allahabad (2 days- 1night)

3. Allahabad-Vindhyachal-Varanasi-Allahabad (2days- 1night)

4. Allahabad city tour (1day)

As far as accommodation is concern, the U.P. Government has given star point to the reputed hotels functioning in study area. Some of them are as follows -

1. Hotel Milan Palace-3star

2. Kanhna Shyam-4star

3. Grand Continental-3star

4. Presidency Hotel-2star
5. Hotel Yatrik-3star

And Govt. hotel Rahi Illwart etc. some other has no star credit but more or less equivalent to star hotels. They are listed below-

1. Hotel Samart (Delux), Civil Lines.
2. Hotel Milan (Delux), Leader Road.
3. Hotel Allahabad Regidency.
5. Hotel Prayag, Dayanand Marg, Ashok Nagar.
6. Hotel Prayag, 73, Noovells Road
7. Hotel Saket, Civil Lines
8. Hotel Vashitha, Jhonshenganj.
9. Hotel Sun City, Leader Road.
10. Hotel Ram Krishna, Civil lines
11. Hotel Sundaram, Vivekanand Marg,
12. Hotel Crown Palace, Rambag
13. Hotel Star Regidency, L.B.shastri Marg
14. Hotel Sneh, Babaganj, Pratapgarh
15. Hotel Siddharth, Faizabad Road, Pratapgarh.
16. Hotel Goyal, Babaganj, Pratapgarh.

17. Hotel Pushpraj, Railway station, Fatehpur.


19. Sri Lanka Buddha Vihar, Kaushambi


Paying guest scheme is launched by the tourist department to attract tourists. Through this scheme, one local house-owner can give a five room set for tourist. House owner gives breakfast, lunch and dinner to the guest tourist and behaves like family member. It provides a chance to know the culture of a Allahabad by the tourist due to which it is famous all over the world. Some paying guest houses are-

(a) Heritage House-Mumfordganj

(b) Vrindavan House-Badshah Mandi.

A tourist can take a package tour of the study region and visit the Sangam, Allahabad Fort, Arail, Shringaverpur, Kara, Kausambi, Bela Devi, Mangarh, Ajagara and Asother etc. and realize the full return of its investment through getting the knowledge of prosperous cultural region of the land.

Tour operators are intended to managing a tour. They have become promoters and managers together. In the process of operating a tour, they issues brochures on main tourist attractions in the region. They provide full
information about boarding and lodging to the tourists. Tour operators also promotes the speciality of the region in a big way such as Gulab Jamun of Nahar Dadauli, Banana plantation of Kausambi, Mangogarden of Manikpur, Aonla of Gonda (pratapgarh), Sebia Guava of Allahabad etc. and stories related to the tourist places.

There is several tour and travel agencies that provide all requirements of the tourist in the region. Some of them are-

1. Airodia Travel Agency, Clive Road
2. Faith Travel, Indira Bhavan
3. Gupta Travel, Bai ka Bagh
4. SAS Travel Agency, Civil Line
5. Pratap Tour and Travel Agency, Zero Road
6. Ghandhi Travel Agency, Pratapgarh etc.

ADVERTISEMENTS

Advertisement is paid non-personal forms of presentation. Messages are presented through media viz. Newspaper, magazines, journals, radio, television, posters, hoardings, cinema slides, yellow pages, stickers, exhibitions, stalls, direct mails and SMS etc. It is of two natures, one stationary (hoardings) and other are transitory (T.V., Internet, Magazines etc.). Advertisements arouse curiosity and interest. They impose receptivity but rarely lead to purchase without further promotional efforts.
Messages should emphasise the key benefits that the target market must perceive. Messages must be credible, likeable and attractive. Appeals may evoke sense of pleasantness, moods, luxury, distinctiveness and fantasy etc. A tourism destination has a visual appeal; colour, movement and sound that may convey the atmosphere add to effectiveness.

In the region, advertisement is done by U.P. Tourism Department through publication of pamphlets, hand bills, banners, sign boards, hoardings, poster-folder, sticker, carry bags and calendars. These recent picturesque photos, brief details and services provided by the department. Through electronic means, department advertises the major events and tourist places via Internet, SMS, social sites such as face book, Twitter, Google and T.V., F.M. radio, news channels etc.

For the suitability of foreign tourists, Tourism Department publish information brochures about tourist centres in different languages for example, magazines related to Kaushambi, the renowned Jain and Buddhist place are published in Chinese, Japanese and in English languages. U.P. Tourism Department has launched a web portal to advertise tourism of the region. The detail of forthcoming “KUMBH MELA 2013” is on the web page of tourism department. For the advertisement of this major event, tourism department has made a planned scheme through which the tourist across the world and rest part of India be a viewer of it.

**ORGANISATION PROVIDING SERVICES TO TOURISTS**

The role of the state in tourism is undeniable. There is no single mode of Government structure to deal with matters pertaining to tourism. Nevertheless, it is accepted that there are certain areas where the Government has responsibility. Organisation from national to local level play pivotal role in the tourism development. At national level, Department of Tourism is a central government body to oversee the planning, development, promotion and administration of tourism in the country. At present the department runs twenty offices within India and sixteen in foreign countries. Department of Tourism is now known as National Tourism Administration of the country. India Tourism Department Corporation (ITDC) is a public sector wing which has worked as an agency of the government to work in the areas where it has limitations. ITDC has been involved in diverse kind of operations. These include accommodation and catering, transport, publicity, services, duty free shops, entertainment, conferences and management consultancy to the tourists.
Tourism is the responsibility of the states and centre cannot impose its will on them. State’s Tourism Department and Tourism Development Corporation have been set up by all the state governments.

State Government of Uttar Pradesh has established Directorate of Tourism to create planning and execution of tourism development plans. A senior IAS officer is appointed its Director. After sometime in year 1974 for proper functioning, Uttar Pradesh Tourism Development Corporation was established. All the regulations of programmes of tourism and execution of
tourism developmental plans are controlled by the Directorate of Tourism. UPSTDC is working in all important cities with its regional centres.

In the study areas, U.P. Government Regional Tourist Office, Illawart Tourist Bungalow Campus in civil line is located. The Tourism Organisation provide financial aid to the development of tourists laces, advertisement of the events and places of interest, taxes on hotels, classification of hotels, organise national, international conferences on tourism development, different mahotsavas, welcome of guests, introductory tours, paying-guest scheme, bed and breakfast scheme, tourism police force for special security of tourists etc.
REFERENCES


